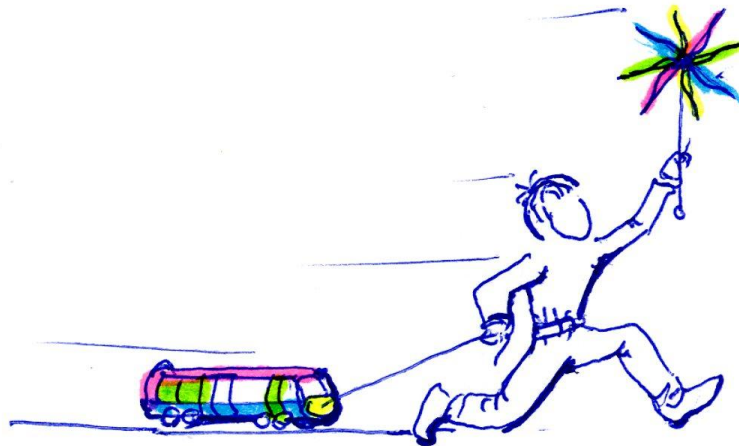

The Express-program in the field of Public Relations
“THE YOUNG PASSENGER OF OUR RAILWAYS”

(Main aspects)

Presentation paper by SAMOILOFF LTD



London, 2013

Success of the company depends on the activity of Public Relations. The special significance of this work is in the public transport.

Activities, targeting passengers of all ages, are helping to improve the service system, to increase the attractiveness of companies, to provide cooperation and understanding.

The great potential lays in the constant work with children. Communicating with young passengers creates an atmosphere of joy and progressive success.

Based on this **SAMOILOFF LTD** offers
the special program for young passengers –
"THE YOUNG PASSENGER OF OUR RAILWAYS".

Main aspects of the Express-program "THE YOUNG PASSENGER OF OUR RAILWAYS"

Purposes:

- Formation young people's interest to Railway works and commitment to the preferential use of public transport as an alternative to personal car.
- Attracting new passengers among teenagers.
- Further improvement of the positive image of the company.
- Improving the atmosphere of mutual understanding and cooperation.

Target auditory:

- Passengers aged between 3 and 12 years.

Means of communications:

- Set of souvenirs and promotional items (toy balloons, pennons, ribbons, boxes, albums with pencils, small bags, ideographs, toy locomotives and wagons, clasps, whirligigs, balls, certificates). Railways Company logo printed on all items.

Time:

- 15 or 30 days at the beginning or end of the Summer season.

Agents:

- Platform and wagon officers, students, trainees, volunteers.

Places for contacts:

- Stations, platforms and wagons.

The essence of the Campaign:

- Each Child just before boarding the train is awarded by "Our Railways Young passenger" icon-badge and the clasp "One trip". In the wagon every Child is gifted by the Album "Beautiful trips with Our Railways" and the set of pencils. During the trip the Child has the opportunity to paint his (or her) route at the Route map. The Album also includes the brief history of Railways, its prospects, the Seasonal Train Schedule, the Brief description of the attractions at each station. At the exit of the train each child is gifted by the Toy-balloon.

- The second trip is marked with the second clasp "One trip". After the second trip Child is awarded by the Trip ribbon.

- The next trip is marked with the Special clasp "Three Trips". After the completion of this trip the Child is gifted by the Pennon.

- The fourth trip is marked by the clasp "One trip". After the completion of this trip the Child is gifted by the Small bag.

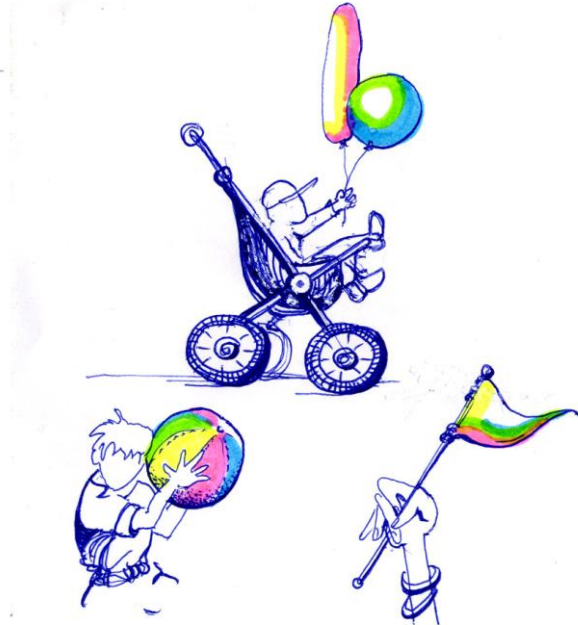
- The fifth trip is marked by the Special clasp "Five Trips". At its conclusion a set of Toy locomotives with wagons and the Whirligig is given to the Child.

- In the Office of the Station the Child, who made five trips, is awarded by the Personal Certificate "The Permanent Passenger of Our Railways" and the Ball. Photos of Certificate holders are published on the Railways Company website (in consultation with child's parents).

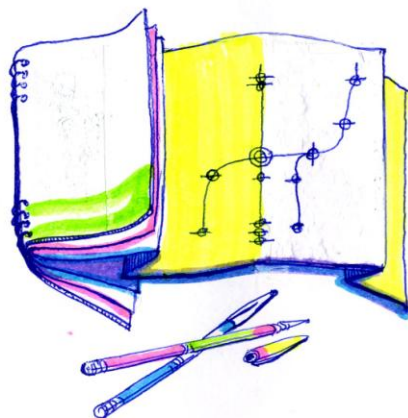
"THE YOUNG PASSENGER OF OUR RAILWAYS"

MEANS OF COMMUNICATIONS: **IDEOGRAPHS, ALBUMS WITH PENCILS, TOY BALLOONS**

THE "OUR RAILWAYS YOUNG PASSENGER" ICON-BADGE



THE ALBUM "BEAUTIFUL TRIPS WITH OUR RAILWAYS" WITH PENCILS

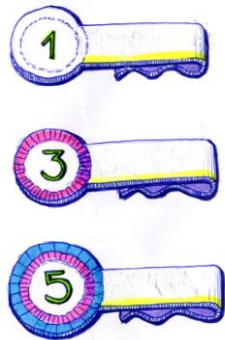


TOY BALLOONS

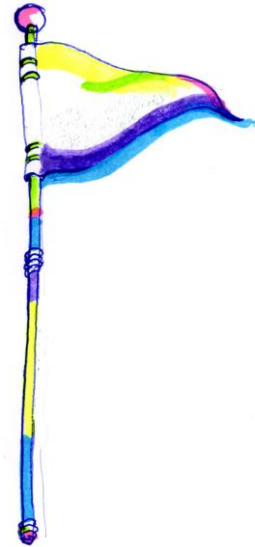


"THE YOUNG PASSENGER OF OUR RAILWAYS"
MEANS OF COMMUNICATIONS: **CLASPS, PENNONS, RIBBONS**

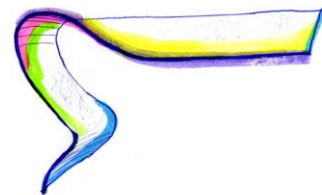
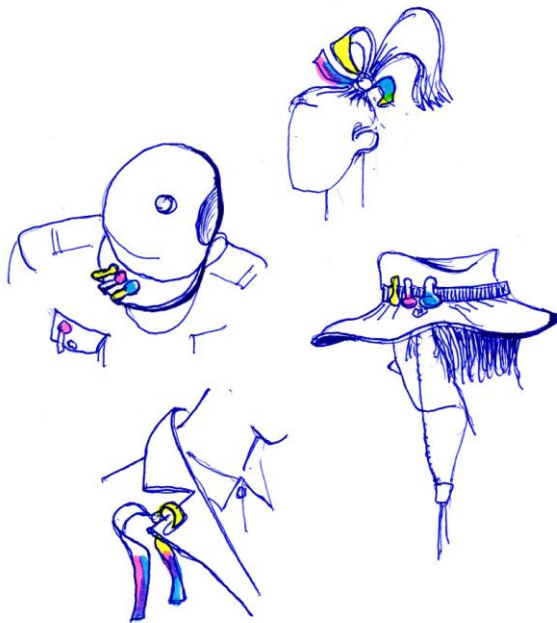
CLASPS:
"One trip", "Three trips",
"Five trips"



THE PENNON



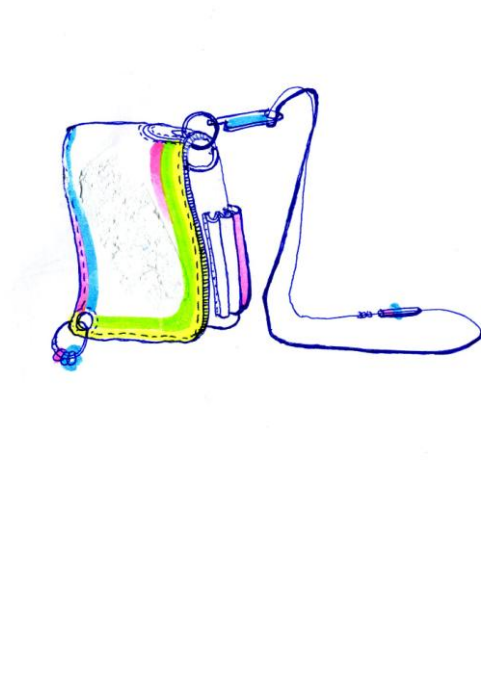
THE TRIP RIBBON



"THE YOUNG PASSENGER OF OUR RAILWAYS"

MEANS OF COMMUNICATIONS: **SMALL BAGS, WHIRLIGIGS, BALLS**

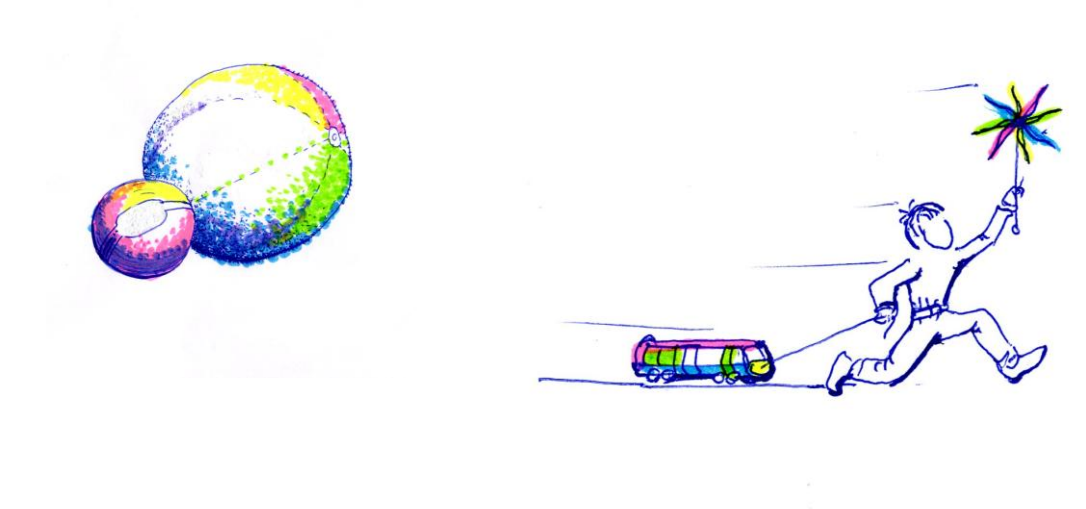
THE SMALL BAG



THE WHIRLIGIG



BALLS



SAMOILOFF LTD believes that periodic events on active work with passengers will contribute to the further success of Railways Company.

SAMOILOFF LTD, 2013 ©

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London, 2013. – 6 p.